

Extension Service  
U.S. Dept. of Agr.

SOME PRINCIPLES OF COUNTY PROGRAM PLANNING/<sup>p</sup>1

Reserve

1. In planning a county extension program, it is necessary to discover and formulate long-time objectives which the people have formulated for themselves and which they agree are desirable.
2. In program planning, it is important to take into account facts concerning the land the people, the homes, the communities, the organizations, institutions, and agencies operating in the area./2
3. As a basis for program planning, it is assumed that the outcome of previous plans will be reviewed and results summarized and appraised.
4. Program planning implies a look ahead. In planning, trends in the county, State, and region as to changes in type of farming, new crops, population shifts, increase in urbanization, changes in consumer demand, etc., are important./2
5. Program planning implies:
  - a. An analysis of the situation (as determined by lay and professional leaders) as a basis for determining needs.
  - b. A decision as to which of the needs are most urgent.
  - c. An agreement as to desirable solutions.
  - d. Determination of objectives.
  - e. Program to be undertaken and action planned.
6. The program to be undertaken and the action planned include:
  - a. People to be reached.
  - b. Goals to be striven for.
  - c. Procedures to be followed in reaching goals.
  - d. Responsibilities to be assumed by volunteer leaders and organized groups.
  - e. Part to be played by Extension personnel, by other agencies.
  - f. Plans for measuring results.

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- /1 A principle is a self-evident truth.
- /2 Available data assembled by county and State land-use policy, rural policy, and post-war planning committees will be useful in this connection.

This statement is an elaboration and revision of the earlier statement on principles. It is the outcome of a conference on program planning in which the following persons participated: Gladys Gallup, Douglas Ensminger, C. E. Potter, Eugene Merritt, Mary L. Collings, and Lucile W. Reynolds.

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7. In planning an extension program at the county or community level, it is desirable to set forth the total program to be undertaken whether it is concerned with the business of farming, with family living, or with the community as a whole. In carrying out program plans, different groups may work on various phases, i.e., the women in the community may work on one segment, the men on a second segment, and 4-H Club members and older youth groups on a third. The entire group may work on some phases.
8. In planning the Extension program, it is important to take into account the program plans of other groups, agencies, and organizations in the county.
9. Rural people are most interested in a program which they help to build and which is based on their situations and needs as they see and understand them.
10. Program planning is a continuous educational process.

Taken from "Home Demonstration Work in Post-War Years"  
(First Progress Report of National Committee of State  
Home Demonstration Leaders)